



# Job Title: Communications Coordinator

**Department:** Town Clerk

**Division:** Communications

**Immediate Supervisor:** Town Clerk

<b>Job Status:</b> Regular, Full-Time	<b>FLSA Status:</b> Exempt	<b>Town Status:</b> Classified
<b>Origination Date:</b> 10/7/14	<b>Revision Date:</b>	

## **BRIEF DESCRIPTION OF THE JOB:**

Responsible for the implementation, management and coordination of key communication functions for the Town under the general administrative direction of the Town Clerk, including the coordination and dissemination of all town communications, management and development of the town's website, social media presence, media relations, and communication policies, strategies, campaigns and plans.

## **ESSENTIAL FUNCTIONS:**

*Incumbents will be expected to have the ability and capability, with or without accommodations, to perform these Essential Functions, and other functions and tasks as required and/or directed. The following do not identify all duties performed by any single incumbent.*

### **Physical Strength Demands/Codes**

<b>S</b> = Sedentary	Exerting up to 10 pounds occasionally or negligible weights frequently; sitting most of the time.
<b>L</b> = Light	Exerting up to 20 pounds occasionally, 10 pounds frequently, or negligible amounts constantly AND/OR walking or standing to a significant degree.
<b>M</b> = Medium	Exerting 20 – 50 pounds occasionally, 10 – 25 pounds frequently, or up to 10 pounds constantly.
<b>H</b> = Heavy	Exerting 50 – 100 pounds occasionally, 25 – 50 pounds frequently, or from 10 – 20 pounds constantly.
<b>V</b> = Very Heavy	Exerting over 100 pounds occasionally, 50 – 100 pounds frequently, or from 20 – 50 pounds constantly.

<b>Physical Strength Code</b>		<b>ESSENTIAL FUNCTIONS</b>
1	S	Plans and coordinates town-wide communication efforts. Coordinates and collaborates communication activities with town staff, communication vendors and various community partners to assure timely and effective public outreach and information dissemination. Develops, monitors, and disseminates Town communications to targeted internal and external audiences, using a variety of communication media such as presentations, social media channels, mobile applications, websites, video, automated forms, surveys, and other written, verbal and electronic media communications.
2	S	Develops, implements and manages a communication campaign to engage and inform Sahuarita residents of community events and news.
3	S	Researches, writes, and edits copy for Town publications, talking points, speeches, news releases, social media and website content.
4	S	Serves as the primary media contact for the Town; develops and executes a media outreach program to further communicate Town goals, objectives and strategic plans.



5	S	Maintains and manages the Town internet and intranet websites. Establishes and enforces policies and standards on website content; provides training, tutorials and procedures on website use; creates and administers user accounts; monitors and reports website analytics; troubleshoots technical issues; and integrates the Town website and social media with communication campaigns.
6	S	Coordinates and manages the Town's Twitter, Facebook, YouTube, Instagram, and other emerging social media channels to ensure consistent messaging across all networks.
7	S	Coordinates, develops and manages design and communication projects on behalf of all departments. Collaborates with departments to brainstorm, plan, support and develop Town events, information campaigns and marketing initiatives. Serves as a graphics designer/coordinator for print and digital marketing initiatives: newsletters, brochures, presentations, displays, posters, banners, promotional materials, and booths.
8	S	Manages the development, design and maintenance of the Town brand. Maintains style, graphic identity and official Town seal use guidelines to ensure a consistent image across all publications.
9	L	Serves as the Town photographer/videographer and organizes, manages and ensures preservation of the Town's photo and video archive.
10	S	Develops, monitors and reports on the Communication division budget and public relations contract.
11	S	Prepares and submits recurring and special reports, analyses and recommendations.
12	S	May direct and supervise the work of student interns, volunteers and clerical staff.
13	S/L/M	Performs other duties as assigned.
14	S	Performs all work duties and activities in accordance with department and/or Town policies and procedures.
15	S	Works in a safe manner and reports unsafe activity and conditions. Follows Town-wide safety policy and practices and adheres to responsibilities concerning safety prevention, reporting and monitoring as outlined in the Town's Health and Safety Manual.



## **JOB REQUIREMENTS:**

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Formal Education	Requires a Bachelor's Degree in Communications, Journalism, Marketing, Public Relations, or a closely related field or any equivalent combination of education and experience.
Experience	Three years of professional experience in communication, journalism, marketing, public relations or closely related field; public sector experience preferred. Demonstrated proficiency in Adobe Creative Suite (In Design, Illustrator, Photoshop and Forms Central) and Microsoft Office; three years of professional graphic design experience preferred.
Driver's License	Valid Driver's License required, Arizona Driver's License required within ten days of hire.



## PHYSICAL DEMANDS

### Frequency Code Scale

N = Never			R = Rarely			O = Occasionally			F = Frequently			C = Continuously		
Never Occurs			Less than 1 hour/week			Up to 1/3 of the time			From 1/3 to 2/3 of the time			2/3 or more of the time		
Physical Demands	Frequency Code (Mark only one)	Description: (Check all that apply)	Physical Demands	Frequency Code (Mark only one)	Description: (Check all that apply)									
Standing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Making presentations <input checked="" type="checkbox"/> Observing work site <input checked="" type="checkbox"/> Observing work duties <input checked="" type="checkbox"/> Communicating with Co-workers	Pushing/Pulling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> File drawers <input type="checkbox"/> Equipment <input checked="" type="checkbox"/> Tables and chairs <input type="checkbox"/> Hoses									
Fine Dexterity	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Computer keyboard <input checked="" type="checkbox"/> Telephone keypad <input type="checkbox"/> Calculator <input type="checkbox"/> Calibrating equipment	Climbing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Stairs <input checked="" type="checkbox"/> Ladders <input checked="" type="checkbox"/> Step stools <input type="checkbox"/> Onto equipment									
Walking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> To other departments/offices <input checked="" type="checkbox"/> Around work site	Vision	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Reading <input checked="" type="checkbox"/> Computer Screen <input checked="" type="checkbox"/> Driving <input checked="" type="checkbox"/> Observing work site									
Lifting	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files	Foot Controls	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Driving <input type="checkbox"/> Operating heavy equipment <input type="checkbox"/> Operating dictaphone									
Carrying	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Supplies <input checked="" type="checkbox"/> Equipment <input checked="" type="checkbox"/> Files	Balancing	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> On ladders <input checked="" type="checkbox"/> On equipment <input checked="" type="checkbox"/> On step stools									
Sitting	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Desk work <input checked="" type="checkbox"/> Meetings <input checked="" type="checkbox"/> Driving	Bending	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground									
Reaching	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> For supplies <input checked="" type="checkbox"/> For files	Crouching	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower shelves/ground									
Handling	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Paperwork <input checked="" type="checkbox"/> Monies	Hearing	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input checked="" type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via Telephone/radio, to Co-workers, public <input type="checkbox"/> Listening to equipment									
Kneeling	<input type="checkbox"/> N <input checked="" type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Filing in lower drawers <input checked="" type="checkbox"/> Retrieving items from lower Shelves/ground	Twisting	<input type="checkbox"/> N <input type="checkbox"/> R <input checked="" type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> From computer to telephone <input checked="" type="checkbox"/> Getting inside vehicle									
Crawling	<input checked="" type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input type="checkbox"/> F <input type="checkbox"/> C	<input type="checkbox"/> Under equipment <input type="checkbox"/> Inside attics/pipes/ditches	Talking	<input type="checkbox"/> N <input type="checkbox"/> R <input type="checkbox"/> O <input checked="" type="checkbox"/> F <input type="checkbox"/> C	<input checked="" type="checkbox"/> Communicating via Telephone/radio, to Co-workers, public									
Other														



## **MACHINES, TOOLS, EQUIPMENT, AND WORK AIDS:**

Copy machine, fax machine, general office supplies, computer, printer, calculator, telephone, vehicle, Standard Microsoft Windows and Office software, department and town specific software, and the Internet.

## **ENVIRONMENTAL FACTORS:**

D = Daily	W = Several Times Per Week	M = Several Times Per Month	S = Seasonally	N = Never
HEALTH AND SAFETY		ENVIRONMENTAL FACTORS		
Mechanical Hazards	N	Dirt and Dust	N	
Chemical Hazards	N	Extreme Temperatures	N	
Electrical Hazards	N	Noise and Vibration	N	
Fire Hazards	N	Fumes and Odors	N	
Explosives	N	Wetness/Humidity	N	
Communicable Diseases	N	Darkness or Poor Lighting	N	
Physical Danger or Abuse	N			
WORK SCHEDULE POSSIBILITIES				
Rotating Shift Work				
24 Hour Shift Work				
Work on Holidays	X			
Work on Weekends	X			
Typical 40 Hour Work Week	X			
Overtime	X			
Call Out				

PRIMARY WORK LOCATION	
Office Environment	X
Warehouse	
Shop	
Vehicle	
Outdoors	X
Other	

## **PROTECTIVE EQUIPMENT REQUIRED:**

N/A



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## **NON-PHYSICAL DEMANDS:**

N = Never	R = Rarely	O = Occasionally	F = Frequently	C = Continuously
Never Occurs	Less than 1 hour/week	Up to 1/3 of the time	From 1/3 to 2/3 of the time	2/3 or more of the time
<b>NON-PHYSICAL DEMANDS</b>				
Time Pressures				F
Emergency Situations				R
Frequent Change of Tasks				C
Irregular Work Schedule/Overtime				F
Performing Multiple Tasks Simultaneously				C
Working Closely with Others as Part of a Team				F
Tedious or Exacting Work				R
Noisy/Distracting Environment				R
Performing Mathematical Calculations				R
Supervision and/or Managerial				R

## **EXPECTED BEHAVIOR:**

The incumbent is expected to embrace, support, and promote the Town's values, beliefs, and culture, which include but are not limited to the following:

- ◆ High ethical standards
- ◆ Active participation in teamwork
- ◆ Strong safety principles and safety awareness
- ◆ Provide outstanding customer service to internal and external customers

These traits are not basic job requirements but are expected behavior.

The above statements are intended to describe the general nature and level of work being performed by the individual assigned to this job.

*The job description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as needed.*

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IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, THE TOWN WILL PROVIDE REASONABLE ACCOMMODATIONS TO QUALIFIED INDIVIDUALS WITH DISABILITIES AND ENCOURAGES BOTH PROSPECTIVE AND CURRENT EMPLOYEES TO DISCUSS POTENTIAL ACCOMMODATIONS WITH A MEMBER OF THE HUMAN RESOURCES DEPARTMENT

The Town of Sahuarita, Arizona is an Equal Opportunity Employer.

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